

Iowa WIC Vendor Newsletter

Volume 17 Issue 3 December 2015

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Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Direct Number
515-281-6650



eWIC — Vendor Resources for eWIC

Operating Rules and Specifications for WIC EBT - The USDA/FNS provides two publications that govern WIC EBT processing standards for all entities involved. These are the Operating Rules for WIC EBT and the Technical Implementation Guide (TIG). The Operating Rules address the operation of WIC EBT for all entities, including: retail system vendors, WIC Vendors, Acquirers and Processors. The TIG consists of the implementation guidelines of the X9.93 standards and specifications for processing WIC EBT transactions.

If you are an Iowa WIC Vendor, these documents contain the information you will need to provide to your cash register system/point-of-sale support to integrate WIC EBT into your existing system.

<http://www.fns.usda.gov/wic/wic-ebt-operating-rules-technical-implementation-guide>

Preparing for eWIC

Stores must include their Point of Sale (POS) providers in preparation for eWIC. A Store's POS providers will have information needed to prepare your front-end (FE) systems for eWIC.

During the eWIC implementation process a representative from CDP/FIS will be working with your store to set up your FE system for eWIC.

CDP/FIS Contact Persons for eWIC Technical Questions

- | | | |
|---|--|-----------------------------|
| ♦ Jim Chilcoat | Jim.Chilcoat@cdpehs.com | 502-695-1999 |
| Retail Relationship Manager CDP | | Integrated Systems |
| ♦ Steven Jeantet | Steven.Jeantet@cdpehs.com | 405.496.9192 |
| Deputy Project Manager CDP | | Integrated Systems |
| ♦ Gail Lumsden | Gail.Lumsden@fisglobal.com | 414-815-1410 |
| Senior Program Manager Government Solutions (FIS) | | Stand Beside Systems |

Infant Formula

As a WIC authorized vendor, you may only purchase infant formula from wholesalers, distributors, or retailers who are licensed in accordance with Iowa law. You may also buy infant formula directly from one of the following manufacturers:

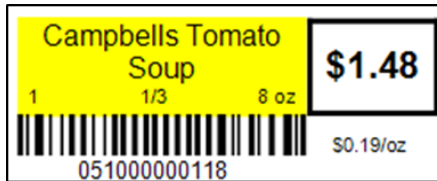
- Abbott Laboratories
- Applied Nutrition Corporation
- Mead Johnson and Company
- Nestle/Gerber
- Nutricia North America
- Vitaflo, USA



Shelf Label Requirement

Iowa WIC Approved vendors are required at all times to consistently identify all product using shelf labels that meet the following criteria including price points:

- Product Description indicating brand/company name, and product description,
- Selling unit size (indicating ounces, pounds, container and sleeve/pack)
- Selling unit retail — font no less than 48-font
- Shelf tags / Signage dimensions – block lettering. Shelf tags will measure no less than 2 inches by 1 inch.



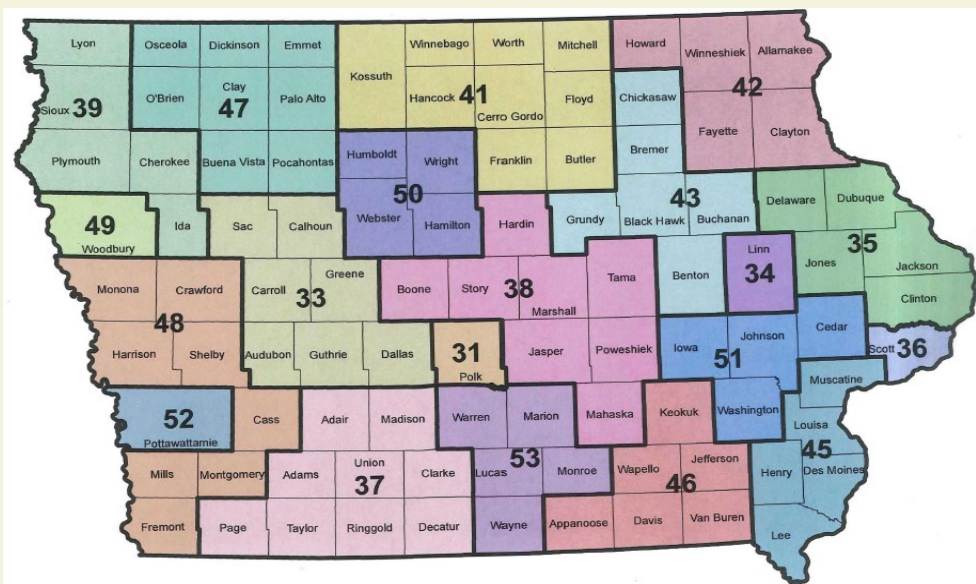
Sample
Shelf
Labels



eWIC Implementation Schedule

Local WIC Agency # Date of Local Agency Conversion

53 – October 19, 2015
 31 – February 5, 2016
 51 – February 8, 2016
 38 – February 22, 2016
 46 – February 29, 2016
 45 – March 14, 2016
 36 – March 14, 2016
 34 – March 28, 2016
 35 – March 29, 2016
 43 – April 11, 2016
 42 – April 11, 2016
 50 – April 18, 2016
 41 – April 25, 2016
 47 – April 25, 2016
 49 – May 9, 2016
 39 – May 9, 2016
 33 – May 16, 2016
 37 – May 16, 2016
 48 – May 23, 2016
 52 – May 23, 2016



** eWIC benefits will be issued approximately 1-week after the local agency has been converted from paper to electronic benefits.

Preparing for eWIC:

- Contact your Point of Sale (POS) provider—POS provider must be involved.
- Review with your POS provider the capabilities of your cash register (FE) system. Will you need to upgrade your FE system to accept eWIC?
- Your POS provider should have your store system updated and ready to accept eWIC approximately 2-weeks prior to the date your local WIC agency is converted. CDP/FIS contacts are listed on the preceding page.



Iowa Peer Group Criteria

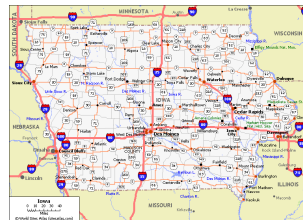
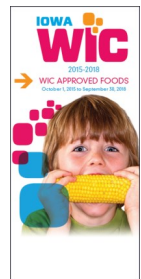
Definition of Peer Group: A calculated field displaying the assignment of each store into a group based on supplied indicators such as: Structure, Type, Number of Registers, Ownership, Total Gross Retail Sales, Square Footage, and Geographic Criteria. The Iowa WIC data system electronically assigns each vendor to one of 9 peer groups using the criteria listed below.

Types of vendors

- **Grocery Vendors**—may redeem WIC checks for food packages, cash value vouchers and formula — Grocery peer groups are: 1, 2, 3, 4, 5, or 6. Grocery vendors are required to maintain inventory levels on specific products.
- **Special Purpose Vendors**—may only redeem WIC checks for formula and special needs products. — Special Purpose peer groups are 7, 8 or 9. Special Purpose vendors are not required to maintain inventory levels on specific products.

Criteria

- **Number of registers** (primary registers, not department registers)
 - Grocery Vendors – redemption of any WIC Benefit (Cash Value benefits, food benefits or formula benefits)
 - Peer Group 1 1 Register, Partnership or Sole Owner
 - Peer Group 2 1-2 Registers, Corporate Owner
 - Peer Group 3 2 Registers, Partnership or Sole Owner
 - Peer Group 4 3-8 Registers, Partnership or Sole Owner
 - Peer Group 5 3-8 Registers, Corporate Owner
 - Peer Group 6 9+ Registers, Partnership, Sole Owner or Corporate
 - Special Purpose Vendors – redemption of formula only WIC Benefits
 - Peer Group 7 1 Register, Corporate Owner
 - Peer Group 8 1-5 Registers, Partnership. Sole Owner, **OR** 2-5 Registers Corporate Owner
 - Peer Group 9 6+ Registers, Corporate Owner
- **Type of Ownership**
 - Sole Owner,
 - Partnership, or
 - Corporation
- **Total Gross Sales**
- **SNAP (Food Stamp) Eligible Sales**
- **Square Footage** -- total store including storage area
- **Geographic criteria**
 - Ranking from 1 to 5 with 1 being most rural and 5 being most urban
 - The geographic ranking defines vendors in 10 mile increments from the edge of the nine major Iowa metropolitan areas.



and selling area

WIC Reimbursement is based on NTE Values. What is a NTE Value?

This is the maximum retail price the State WIC Program will reimburse vendors (retailers). The reimbursement rate is not the individual vendors (retailers) retail value. NTE values are the retail reimbursement values based on the average retail price charged customers within each peer group. Current NTE values are calculated by gathering retail price points from stores within peer groups. After eWIC has been implemented statewide, peer group NTE values will be calculated on redeemed values.

Iowa Department of Public Health
Attn: Iowa WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

**Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov
In-State Toll Free #: 800-532-1579		State WIC FAX#: 515-281-4913

Iowa Department of Public Health

Attn: Iowa WIC Program

321 East 12th Street

Des Moines, Iowa 50319-0075

Iowa Web site: www.idph.state.ia.us/wic

FNS Web site: <http://www.fns.usda.gov/wic>.

Iowa WIC Facebook site: www.idph.state.ia.us/wic



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

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